

Short Form Copy Mission

Examples for all the copies

Disrupt/Pain/Desire/Hook is highlighted in Yellow

Intrigue/Amplify/Story is highlighted in Blue

Click/Solution/Offer is highlighted in Green

DIC Email

Subject Line: This will replace alcohol in your evenings

The easy way to get rid of alcohol from your life.

It's not a course, it's not supplements, or a book.

This is even better than alcohol at relaxing you after a stressful day and will help your health.

Discover this new **tasty** way to boost your mood!

[Click here if you are ready to improve your health and your daily relax.](#)

PAS Email

Subject Line: Are you afraid of ruining your health by drinking alcohol every evening without finding a healthy alternative?

You don't know how to quit alcohol but you still need something to help you relax in the evening?

Every day is very **stressful**, and you just want to relax in the evening, right?

But, did you know that drinking alcohol over a long period of time causes various tolls on your health leading to CANCER?

Why risk your life when replacing alcohol is so easy?

[Click here to wind down the stress GUILT-FREE.](#)

HSO Email

Subject Line: I read made a terrible realisation about my lifestyle...

If i keep this routine my life will be at risk!

I have always worked my hardest for my family,

But the those days were always really stressful, so i resorted to alcohol to get the stress and anxiety out of my system.

This routine will lead me to get CANCER.

That time i really needed a way to relax after a **stressful** day,

I didn't know any alternative to alcohol.

Now the things changed, now i can relax knowing my health will only improve.

Calm, cool, and collected is how I feel right just after having my break!

[Join NOW the total stress relief, from work and health.](#)